

American Hospitality Management

Spring, 2016

**Deadwood Mountain Grand, A Holiday Inn Resort was ranked
#1 for the month of February
*More on page 16***

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Leaving a Lasting Impression

The home office received a great guest comment about Erik Molineaux and the Fairfield Inn & Suites New Buffalo

I promised one of our guests, Kim Pennington, that I would pass along to all of you her compliments and appreciation of Erik Molineaux at New Buffalo. She said that Erik has been so kind, gracious and funny and her and husband have enjoyed their stay so much because of that. She shared that she had a little mix up and accidentally called 911 and felt very bad that the police were called, but Erik made her feel much better about it and made her laugh. She has had some health issues and staying at the hotel and having Erik make her laugh has been good for her. Erik encouraged her to sign up for the points program and she already has made reservations at other Marriott's.

It was a pleasure to take her call!

Lo-Ann Bur
American Hospitality Management



GM Joins Board of Directors

Rachel LaCasse-Ford is now on the Mount Horeb Chamber of Commerce Board of Directors



Rachel LaCasse-Ford, General Manager of the GrandStay Hotel and Suites – Mount Horeb, WI was elected to the Mount Horeb Area Chamber of Commerce Board of Directors in February, 2016.

Once approached by current members of the board and asked if she would be interested, Rachel agreed to submit a biography and statement as to why she would like to serve on the board. She was then elected on a ballot by members of the Chamber of Commerce.

Her responsibilities include attending monthly board meetings, acting as an ambassador to several members of the chamber, as well as serving on a number of committees, including the marketing committee and business education partnership committee.

Rachel said she is most looking forward to learning about how the chamber operates, what its goals are for its members, and how she can help contribute to its mission. So far her new role is going “great!” and she says she has met several people in the business community and has formed lasting relationships.

“I look at this as a win-win - I get to learn new skills and gain new knowledge, and it also puts our hotel in front of the business community. The more visible we are the better!” said Rachel.

Congratulations on your new role Rachel! We know you’re going to make a great impact on the Mount Horeb community and its members.



Staybridge Suites Kalamazoo

Property receives rave reviews in guest letter thanks to their exceptional customer service

Dear Ms. Donaldson,

I am writing to provide my highest compliments regarding your Assistant General Manager, Laurelei Morissette. Whenever I have stayed at the Staybridge Suites, she has always greeted me with wonderful warmth, enthusiasm, and professionalism, and I have observed her do the same with other colleagues, family, and guests checking in. She immediately recognizes and welcomes returning guests, and she also recognizes my IHG Platinum Elite status with the provision of my extra points and placing me into an available room in a location requested, which I greatly appreciate.

Laurelei is a terrific representative of your hotel and the IHG Group, and I wanted to share with you my observations and commendation for this outstanding assistant manager. I know in the hospitality business guests are often quick to complain when they have issues, but I believe that those hotel employees that go above and beyond should also be brought to the attention of the General Manager for praise!

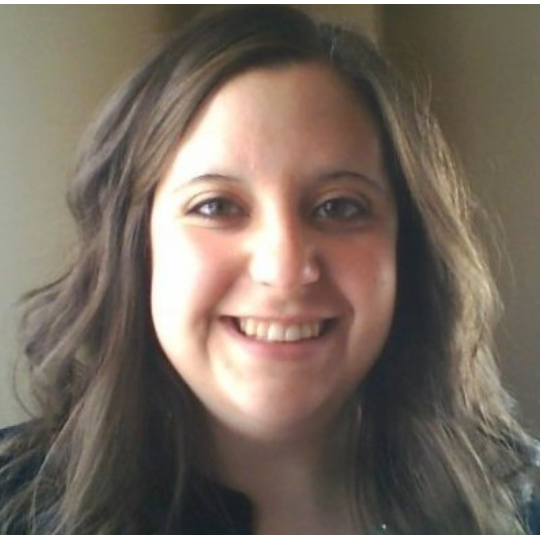
I would also like to compliment other staff of this Staybridge Suites, including those who provide service and assistance with friendliness and efficiency in the dining room, laundry/housekeeping services, and more. In addition, it is wonderful that your Staybridge Suites hotel so prominently and proudly celebrates the Western Michigan University connection! I also express my own compliments to you, as General Manager, since you obviously must instill high standards in all those that work at your hotel.

With my best wishes,

Carol L. J. Hustoles, J.D., Ph.D.
Vice President for Legal Affairs
and General Counsel
Seibert Administration Building



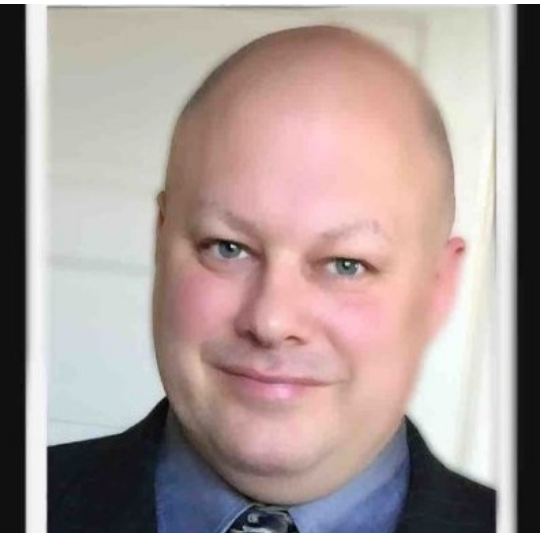
Welcome to the Team



Kathy Johnson

Director of Sales
Courtyard by Marriott New Albany

I have been with Marriott for 9 years now. Most recently I was a Rooms Operations Manager at the Renaissance in Downtown Columbus. I started with the Courtyard brand at the front desk and have since worked in operations and sales & events, front of house and back of house and select service and full service brands. I love to learn and try new things. I graduated from The Ohio State University with a degree in Hospitality Management, GO BUCKS! And in my spare time I enjoy exploring Columbus with friends and family and taking long walks downtown with my dog Sadie. I am very excited to join the team here at AHM and at the Courtyard in New Albany!



Neal Pyszka

Director of Sales
Fairfield Inn & Suites by Marriott - Cincinnati Uptown/University Area

I have over 15yrs Hotel experience with such brands as Marriott, Hilton, IHG and Wyndham. I started my hotel career at Hampton Inn while achieving my degree in Hospitality Management. I have held different position within a hotel from Front Desk all the way to General Manager. I enjoy spending time with my family and going to different places on our family trips. My passion is in the kitchen as I love to create and make different types of meals for the family or entertain a group of people.



Carly Price

General Manager
Courtyard by Marriott New Albany

My name is Carly Price and I recently became the General Manager of the Courtyard by Marriott New Albany. In April I celebrated 7 years with Marriott during which time I have had the opportunity to work for 5 brands within the Marriott portfolio with positions ranging from front desk and engineering to restaurant operations and sales. I obtained a degree in TV and radio, but fell into the hotel world by chance and never left. I truthfully feel that the hospitality industry was my true calling and I enjoy being able to connect with new people every single day. I married my high school sweetheart a little under 4 years ago and we will celebrate 16 years together in October. In addition to wife, I hold another awesome title of "big sister" as I have a younger sister and younger brother who are my best friends. During my free time I enjoy spending time with my friends, taking in the local food scene here in Columbus, going to concerts, cheering on my Buckeyes and Steelers and going on dates with my hubby. Becoming the General Manager of the Courtyard has been an extremely humbling experience and though it's been a ton of hard work, I've enjoyed every second of it. I am excited to see what the future holds and am beyond thankful for being given the opportunity to do what I love.

Tea for Teri

AHM donates a nights lodging at the Holiday Inn Express Acme for a local fundraiser

American Hospitality Management recently got involved with a local fundraiser that is near to many.



“Tea for Teri” is a fundraiser held in memory of Teri Elliott, a Cheboygan resident who passed away from inflammatory breast cancer (IBC) in March of 2014. It is a fun way to earn money, chosen because Teri loved tea parties.

The event was held April 03, 2016 at the Inverness Hall in Cheboygan, Michigan.

AHM donated a night away to the Holiday Inn Express & Suites – Acme, MI with champagne and glasses

included.

Half of the money raised from the fundraiser is used to support IBC research, in hopes to discover better treatments and hopefully a cure. The other half of the money raised is used to fund scholarships for deserving Cheboygan Area High School graduating seniors.

AHM is proud to be a part of such a great cause and we look forward to being involved in the future.



BRPMI Participates in Canned Food Drive



The Holiday Inn of Big Rapids (BRPMI) recently participated in a canned food drive. They decided to make it a competition and divided the staff into 3 factions of the hotel. The winning faction of the drive would win a pizza party for that area.

The 3 factions were the hotel (front desk, house-keeping, and maintenance), Restaurant (hosts, bartenders, servers, cooks, and dishwashers) and conference center (sales office and conference

center servers). Overall in one week the team raised 232 cans for the area charity Project Starburst, for the local food pantry.

The winning team was the hotel faction with a total of 82 cans. This project was spear headed by Miranda Obert, from the restaurant, as a community service project for her graduate program.

All in all it was a great success!



Assisting In a Medical Situation

There was recently a scary situation at the Fairfield Inn and Suites – New Buffalo.

Turns out one of the housekeepers, Brandy, had found a guest in a room who was on the floor having a diabetic seizure. She was able to contact General Manager, Erik Molineaux who came to assist. He was able to stabilize the situation and contacted authorities who responded to the scene and were able to revive the guest.

Had they not been there the situation could have had a tragic ending. Thank you Brandy and Eric for reacting quickly and helping to save this guests life!



The GrandStay Mount Horeb Turns One

The property celebrates a successful first year in business

The GrandStay Mount Horeb celebrated their one year anniversary on May 21, 2016.



According to General Manager, Rachel LaCasse-Ford, over the course of the first year, they built up a really efficient and committed team of employees. As well as a nice solid customer base which continues to expand, and have forged some lasting relationships with individuals and businesses in the local community. Customer reviews have been outstanding, especially for the first year. The property easily ranks number 1 in their community, and they pose a formidable threat to their biggest competitors.

“It has been a really enjoyable first year. There were ups and downs, successes and failures, but our team has consistently risen to every challenge presented to them and I couldn't be prouder,” said GM, Rachel LaCasse-Ford.

In the upcoming year the team is looking forward to building off of all of their hard work so far. They are looking to increase their market share considerably while maintaining their consistently high customer rankings.

It was a successful first year and we are looking forward to the future with the GrandStay Mount Horeb and its team.





Newly Renovated Property

The Holiday Inn Express Lexington undergoes full hotel renovation

The Holiday Inn Express Lexington is currently under construction. This is the first update the property has had since it was built in 2004.

Renovations began January 4, 2016 and are scheduled to be complete in July. It will include all guest rooms and public areas of the hotel. So far feedback has been all positive with compliments on the modern, clean look of the updates.

"We are very excited for the renovations to be complete. The guests love the new rooms! The renovation crew is almost finished with the second floor then they will move on to the lobby and meeting room then we will be done," said GM Sarah Morgan.

The property is looking great. To the right is a sneak peek of a newly renovated guest room.



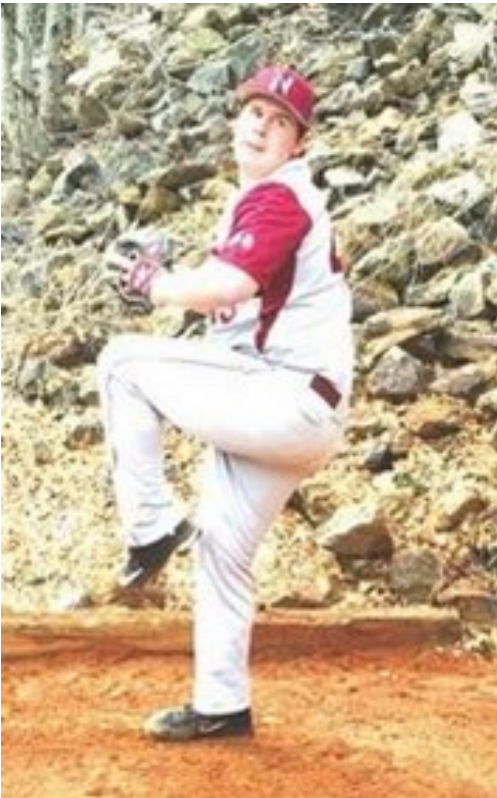
Team Members Son Makes Newspaper

Below is an article about AHM's Elena Comps son Damon, a college baseball pitcher

CHEBOYGAN DAILY TRIBUNE

Proctor living baseball dream, pitching at University of Northwestern Ohio

So far, Proctor has shown positive signs on the mound for the Racers, who play in the Wolverine-Hoosier Athletic Conference, WHAC. During a start against Montreat College in North Carolina on February 21, Proctor tossed seven innings, striking out 11 batters and allowing seven hits and two unearned runs in an 8-2 victory.



By Jared Greenleaf
Cheboygan Daily Tribune - Cheboygan, MI
Posted Mar. 8, 2016 at 9:34 PM

LIMA, OH. — When it comes to where he might end up next, Damon Proctor doesn't know.

But as for his current location, the former Cheboygan standout pitcher is taking in the experience.

More importantly — he is still living the dream in the game he absolutely loves.

Three seasons removed from high school, Proctor is making his presence known on the mound at the University of Northwestern Ohio, a school that competes in the National Association of Intercollegiate Athletics, NAIA.

After spending two seasons at Muskegon Community College where most of the players were from Michigan, Proctor is now at a university where players come from across the nation and beyond.

"Things are going really well here," said Proctor, who is majoring in business administration. "It's pretty cool, because when I was at junior college, most of the kids I played with were from Michigan. Here, I play with kids from all over the United States. There's kids on the team from California, Ohio to Pennsylvania, New York, but besides that, almost half of my team is international. A lot of them are from Puerto Rico. I have a couple teammates that are from the Dominican Republic; I've got three kids from Canada that are my roommates,

so not only do you get to play with a bunch of great baseball players, but you kind of get to learn about different parts of the world, and I'm starting to learn a little bit of my Spanish, too."

Although he's thrilled to be meeting new players and friends, he also knows his new environment requires an adjustment from his previous one.

Continued on next page

*Jared GreenleafFormer Cheboygan High School pitcher
Damon Proctor throws for the University of
Northwestern Ohio during a game this season. After
two years at Muskegon Community College, Proctor is
looking to improve his game with the Racers.*

"Even kids from different parts of the U.S., their cultures are different, but once you get to know them besides baseball, you learn to bond off the field and make your friends just like any other time," Proctor said. "It's kind of like your first day of kindergarten — you go out to the playground, and you're out there with a new bunch of people. You put yourself out there, you meet new people, and all of a sudden you become best friends, and they're like your brothers.

"It's pretty cool, but at the same time it's an adjustment, getting used to playing with different people. It's a lot of fun because everyone is here for baseball. They're not traveling over the ocean just for the social aspects of school."

So far, Proctor has shown positive signs on the mound for the Racers, who play in the Wolverine-Hoosier Athletic Conference, WHAC.

Page 2 of 3 - During a start against Montreat College in North Carolina on February 21, Proctor tossed seven innings, striking out 11 batters and allowing seven hits and two unearned runs in an 8-2 victory.

"Basically my fastball was commanding, I was hitting my spots with that," Proctor said. "That and my change-up — my change-up is my best pitch — just going fastball and change-up and changing the speeds worked out well for me."

Since graduating from Cheboygan High School in 2013, Proctor continues to learn more about pitching each day, and he's been making strides in different areas since his college career began.

"My pitching location and learning to be almost independent (have been improvements)," Proctor said. "In high school, obviously you've got your parents who are making you go to practice, and your coaches who push you in practice, but as you climb the levels you become more independent on what you're doing. Practices are more individualized.

"As a pitcher, I'm only at practice for a half hour, because you can't throw 3,000 pitches every day, so when I go to practice, it's more individual and you have to be disciplined to do your own running and to make sure you throw as many pitches as you need to, or if you're struggling with your pickoff moves or your curveball grip, that you work on that every day. Overall, I think my discipline and independence has really kind of climbed as the years went on."

With two seasons left in his college career, Proctor said doesn't know what the future holds, but right now is focused on helping his team have success on the field.

"I've never experienced anything like that (NAIA World Series), so I'm helping my team get the most wins we can, to win our conference tournament and get to the World Series," Proctor said. "After that, I get this year and next year to become the best baseball player I possibly can. It's not something that every day I'm thinking that the only reason I'm playing for myself is to play at the next level, but if I'm good enough with the players around me who are also trying to go to the next level, I mean there's a chance that I'll have that really good day maybe I'll move on. It's one of those things where you can't expect to do it, but you're not deterring away from it.

"Basically if you're good enough, they'll (scouts) find you, and that comes back to your independence. If you have the aspirations to go on and play, you have to do the extra things of working that extra time with location or hitting the weight room or running that extra sprint. Right now, I'm focused on my team."

Page 3 of 3 - As he's done this entire time, Proctor will continue to work his way up. In the end, that's the most he's enjoyed about his college baseball experience.

"The greatest thing is it's like a pyramid. When you're in middle school or little league, everybody plays, then you get to high school and most of the best athletes or players get to play, and when you get to college and with that pyramid you just keep getting closer and closer to the top," Proctor explained. "I'm just so grateful for the opportunities I get out here where I get to travel all over the U.S. to play ball, just to do what I love and get a lot of my school paid for to do something that I love. It's awesome, there's nothing better. You get to play on great fields, you meet a bunch of great people, and my favorite thing about it all is no matter how different you are off the field, when you step on the field you're one family and everybody has the common goal because everybody loves this sport as much as you do."

IN THE NEWS



Shawn Mackey in his temporary office. Shawn is the GM at **Fairfield Inn & Suites Cincinnati** which is scheduled to open Summer 2016.



Fairfield Inn and Suites Lansing at Eastwood - a new hotel to AHM, tentatively opening June 23, 2016.



Congratulations to the **Hampton Inn and Suites Riverton** for receiving the 2015 Booking.com award with a rating of 9.1 out of 10. Great job to the team!



The **Holiday Inn Big Rapids** received a certificate from Hotels.com for their guest satisfaction score over the past year. Great job team!



American Hospitality Management is now on Instagram!

For those who do not know, Instagram is a photo sharing app great for personal and business use.

Follow us at ***ahm_corporate*** for all the latest updates and photos on AHM's home office, its team and all AHM properties.



Hampton Inn and Suites Riverton...

I love staying at Hampton Inn. I travel often and always check first to find one in my destination city. I have

“Today was another fantastic example of why I love your hotel”

come to expect friendly service and great quality. Today was another fantastic example of why I love your hotel. The front desk staff who greeted us was cheerful and incredibly friendly. She made us feel like she was truly happy to have us here. Later, when we came back from dinner she called my room to make sure everything was satisfactory and asked if I needed a wakeup call. I've never had a hotel check on me and I found myself

smiling and feeling valued as a guest here. In addition, there were a couple of very nice notes left by the housekeeping staff that again showed attention to little details. Quality and customer service matter to me and this particular hotel went above and beyond. Please let them know how much the little things are appreciated!!

Holiday Inn Express Wisconsin Dells...

Katie, with checking in, Kim working the breakfast which was awesome. And most of all Kristina I left a shirt in our room and realized it 2 days later and she had it. And I got it back Thanks to her. Any other place we have stayed and forgot something they just threw it in the garbage. Katie was awesome with check-in and out and helping with the continental breakfast and working the desk at the same time. The room was very clean. We have stayed at places where the rooms weren't dusted for weeks, just dusted around the TV's and whatever. Number 1 place to stay in the Dells. There are also lots of eating places close to the Hotel.

Staybridge Suites Kalamazoo...

I had to write a note regarding: whomever cleaned my room today. (Tuesday) It was phenomenal! The room is most always treated well. However, this was above and beyond. Incredible and so very much appreciated.

Staybridge Suites Carmel...

I just had to take the time to say how much the young lady at the front desk has gone above and beyond our expectations! My mother and I booked a room in order to be close to a medical center so I am able to get some brain scans which can be a very unsettling experience. Because of the customer service we have received we have been able to relax and try to get prepared. I supervise customer service and would kill to have staff that are as attentive, caring and accommodating as she is. Her name was Barbara and she was wonderful!!! We checked in today at around 7:30. She deserves so much more than just recognition for a good job! We will be coming back solely because of her! Please thank her for me!

“Her name was Barbara and she was wonderful”



Holiday Inn Express Wisconsin Dells...

We were so pleased with how we were treated upon arrival. Sammie did everything possible to make sure we were comfortable. We had spent the 2 previous nights at a large waterpark and didn't get much sleep. We actually felt like we mattered. Those larger resorts really don't care if they lose your business. Beds were very comfortable, assortment of pillows, towels (including pool towels) were soft (kids even mentioned it). Although breakfast area is small and cramped there is plenty of assortment to ensure you don't leave hungry. They work hard at keeping food trays full. The indoor pool was wonderfully warm and large enough to actually swim. We will most certainly stay here again if ever back in the Dells. The entire staff always seemed ready, if not eager to help!

“We were so pleased with how we were treated upon arrival”

Country Inn and Suites Appleton...

Clean well kept hotel. Nice pool and hot tub. Great hot breakfast. Easy in and out parking. Staff friendly and helpful. I was working a trade show at another hotel, but opted to stay here, because I knew I would be more comfortable.

Staybridge Suites Carmel...

Our family of four stayed at this hotel Friday, March 10 through Sunday, March 14, 2016. When we booked, the only available room was a Queen with a pull out sofa bed. We were located on the third floor. Although the accommodations were "cozy", they were immaculately clean and well appointed. The kitchenette was a nice feature to have for our stay. The two complimentary coffee brew packs and complimentary popcorn pack were a nice touch as well. This hotel is located in a nice, quiet area with plenty of dining and shopping options within a 5 to 10 minute drive. The breakfast buffet was also very nice with plenty of delicious options, both hot and cold. The staff couldn't have been more friendly or helpful. A shout out to Barbara who greeted us Friday night at check in and worked the entire weekend with just a wonderful disposition. The entire staff that ran the breakfast buffet was friendly and on top of things too. This is not a large hotel (3 floors), but they use their spaces well and it is very well maintained. Finishes appear new and it is super clean. I would stay here again. Good value for the money at \$167/night. Neither under or over priced.

Fairfield Inn and Suites New Buffalo...

“Best front desk help ever”

Roxxie W., best front desk help ever! Happy and very helpful. Helped with everything the group needed. We had several rooms in our group and Roxxie helped us with everything we needed. We needed to have all of our rooms on the same floor, and needed early check in. Roxxie took care of all of us and she never hesitated.



Ranked Number One

Deadwood Mountain Grand, A Holiday Inn Resort was ranked #1 for the month of February

The Deadwood Mountain Grand, A Holiday Inn Resort was ranked #1 of all Holiday Inn Resorts for the month of February, 2016 for guest satisfaction. For the rolling 12 month ranking, the property moved up to #5 of all Holiday Inn Resorts. In addition there were several 100% rankings for February.

Congratulations to Susan and her entire team for these OUTSTANDING results. These results don't just happen. Leadership, attention to detail, dedication to guest satisfaction and a real spirit of hospitality must prevail to get these results. Thank you to the team!

Ranker Table							
Time Period: Previous Month (Feb) • Questions: Guest Loyalty & Behavior • Brand Minor: Holiday Inn Resort							
Benchmark: My Region/Brand • Calculation: Guest Love (%8-10)							
PROPERTY	OVERALL EXPERIENCE	LIKELY TO RECOMMEND	LIKELY TO RETURN TO HOTEL	LIKELY TO RETURN TO BRAND	LIKELY TO RETURN TO BRAND (IC ALLIANCE)	VALUE RELATIVE TO PRICE PAID	BRAND MET EXPECTATIONS
(#) = Number of responses (# in Red) = less than 10 responses (hide)							
1. DDWRT - DEADWOOD MOUNTAIN GRAND (45)	95.56	93.33	91.11	86.67	-	80.00	88.89
2. PNSPB - PENSACOLA BEACH GULF FRONT (93)	93.55	90.32	90.32	87.10	-	86.02	88.17
3. LMTRT - THE LODGE AT RUNNING Y RANCH (14)	92.86	92.86	92.86	85.71	-	85.71	92.86
4. TVCMI - WEST BAY BEACH (91)	91.21	91.21	89.01	86.81	-	84.62	83.52
5. WRGNC - WILMINGTON E-WRIGHTSVILLE BCH (77)	90.91	90.91	90.91	85.71	-	77.92	85.71
6. PFNBH - PANAMA CITY BEACH (104)	90.38	91.35	92.31	86.54	-	83.65	87.50
7. LGRNY - LAKE GEORGE-TURF (76)	89.47	89.47	88.16	89.47	-	88.16	89.47
8. FWBBH - FORT WALTON BEACH (84)	85.71	86.90	85.71	79.76	-	80.95	80.95
9. ACACC - ACAPULCO (26)	83.33	81.25	80.21	83.33	-	76.04	75.00
10. DABSA - DAYTONA BEACH OCEANFRONT	83.15	85.39	84.27	85.39	-	77.53	84.27

Guest has Memorable Experience

The Staybridge Suites Lexington impresses guest with professionalism and excellent customer service

Hi Latonya,

Happy Monday! I hope you had a great Valentine's weekend! I'm following up with you to let you know how pleased I was with my recent stay at your hotel.

My days are often long with many hours in different hospitals across the country. A beautiful hotel with clean rooms always makes the end of my day more pleasurable. Oh, Did I mention great food is always a bonus!

I had all of the above at the Staybridge Suites (Room # 304) Jan 26-28th. You and all the staff members were very professional and sought to provide excellent customer service! I stay at the best of hotels when I travel for work and personal trips. Your hotel and staff rank in the top tier. Thank you for making my stay a memorable experience!

Best Regards,

Tara

Tara Collier - Inside Sales Account Manager
Surgical & Infection Prevention





The Holiday Inn Big Rapids renovates the hotels restaurant

The #52 Sports Bar and Kitchen is the new restaurant concept in the Holiday Inn – Big Rapids.

The Holiday Inn brand is taking a concentrated effort into re-aligning the Food and Beverage choices in the brand itself.

The new concept is a simple renovation of the old SNG franchise previously in the hotel. The colors have changed, there is new artwork and the menu has been updated. The restaurant is keeping its key features everyone has grown to enjoy. The atmosphere will continue to be geared towards sports, there will be trending food items as well as updated quarterly menus.

The team is looking forward to getting their name out to the community and having the Holiday Inn brand involved with the evolution of service and menu concept.

If you are in the area make sure to stop by and enjoy the new atmosphere and food at the #52 Sports Bar and Kitchen.



GM Rachel LaCasse-Ford Stays Involved in the Community

New Business Outreach Committee

Rachel LaCasse-Ford, General Manager of the GrandStay Hotel and Suites – Mount Horeb is serving with the Mount Horeb Economic Development Corporation, on a New Business Outreach Committee.



MOUNT HOREB AREA ECONOMIC
DEVELOPMENT CORPORATION

They are currently in the early stages of a downtown revitalization, and so far their responsibilities have been to research other communities, form goals for the project, and identify the types of businesses they want to attract to the community. The next phase, which they are just beginning, will be to put together a media package they can send to businesses considering relocating to Mount Horeb. Eventually the focus will turn to actively seeking out and reaching out to businesses the committee would like to see relocate to Mount Horeb.

Rachel was invited to serve on the committee by its chair, who happens to be one of the hotels investors. The revitalization project will be ongoing for several years and she hopes to participate as long as possible.

“I am really fortunate to be serving in this role because I am working alongside the movers and shakers of our community. Everyone involved is a respected business owner or operator and a highly regarded member of the community. I know I will learn a great deal from each of them,” said GM, LaCasse-Ford.

This is a brand new topic for Rachel, and she has already learned so much about what makes a community great, how to improve residents' quality of life, and how local businesses contribute so greatly to that endeavor. She has had a great experience so far and is looking forward to the future.

Wisconsin Governor's Conference on Tourism

In March, GrandStay Hotel and Suites – Mount Horeb GM, Rachel LaCasse-Ford attended the Wisconsin Governor's Conference on Tourism in Wisconsin Dells.

Several hundred people attended the multiple day conference. Rachel was only able to attend one day, which included the Governor's address, a speech from the Secretary of Tourism, and other presentations and panel discussions.

While she was in attendance there was a presentation on the goals of Wisconsin's 2016 marketing campaigns, and everyone was encouraged to include these in their own marketing endeavors. For example, the Department of Tourism is emphasizing a pet-friendly traveling experience, and as a hotel that allows pets, the property has started to highlight this more in their marketing projects.

“As usual, this was a great networking opportunity. I loved connecting with people from across the state and it really made me feel like our hotel is a valued part of the Wisconsin tourism industry,” said GM, LaCasse-Ford.



Rachel and Chamber of Commerce's Executive Director, Melissa Theisen at the conference.

Making A Difference In Service

The Holiday Inn Big Rapids receives two awards



Being recognized with an award is a huge accomplishment and the Holiday Inn – Big Rapids received two in March for their efforts in 2015. The property received awards from both TripAdvisor and Booking.com.

The Booking.com award is the hotels cumulative score from

the guests experiences that have booked using Booking.com. The Trip Advisor green leader bronze award comes from answering online questions concerning the hotels efforts to reduce their carbon footprint.

This is the second year in a row the property has received the Booking.com award and they also gained .2 in guest satisfaction over 2014.

These awards show the teams commitment to the service culture in Big Rapids and makes it prevalent in more than just their IHG guests.

“Having our score increase at Booking.com from year to year is a great feeling knowing that all guests are experiencing the hotels associates’ dedication to our service culture,” said GM Eric Vert.

Great job to the entire Big Rapids team! You are really making a difference in service.



Way To Go

5 of 5 Winners

Congratulations to the Holiday Inn Express—Wisconsin Dells for being a 5 of 5 winner! Below is a letter received by IHG;

Congratulations to all of the hotels who were recently recognized as 2015 5 of 5 winners in Guest Experience Winning Metrics: Heartbeat, Problem Handling, Loyalty Recognition, Loyalty Enrollments and Guest Reviews. These hotels accomplished a perfect score within the year and Jolyon and I would like to say thank you for your focus and support of IHG's Ambition to Be #1.

IHG knows that one of the key components to their overall success is making sure they understand the needs of all owners. Most importantly, the productive working relationship between Association leaders and IHG on new ways of working is a true testament to the value of you, IHG owners and operators and Association members.

Thank you for your trusted partnership in 2015, and we look forward to a successful 2016.

Best,



Steve Ehrhardt
2016 Chair, IHG Owners Association



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